FIG. 1

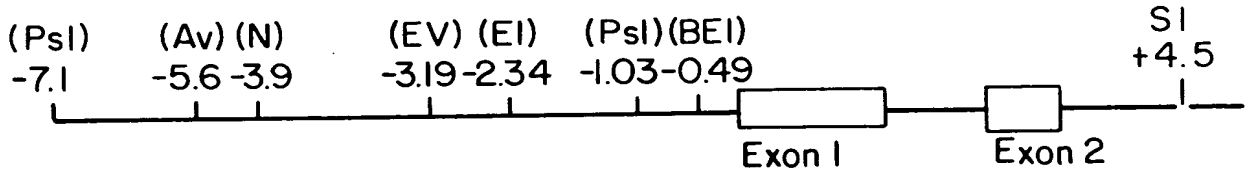

(PsI)
-7.1
(Av) (N)
-5.6 -3.9
(EV) (EI)
-3.19 -2.34
(PsI) (BEI)
-1.03 -0.49
SI
+4.5
Exon I
Exon 2

FIG. 3

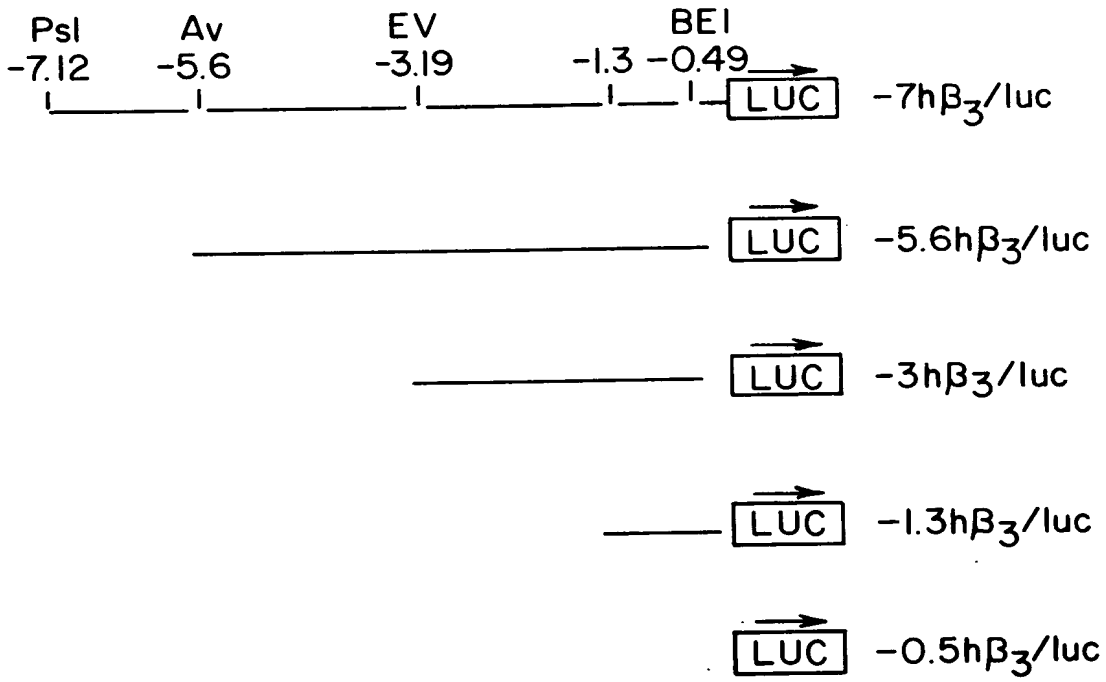

PsI
-7.12
Av
-5.6
EV
-3.19
BEI
-1.3 -0.49
LUC
-7hβ3/luc
LUC
-5.6hβ3/luc
LUC
-3hβ3/luc
LUC
-1.3hβ3/luc
LUC
-0.5hβ3/luc

FIG. 2

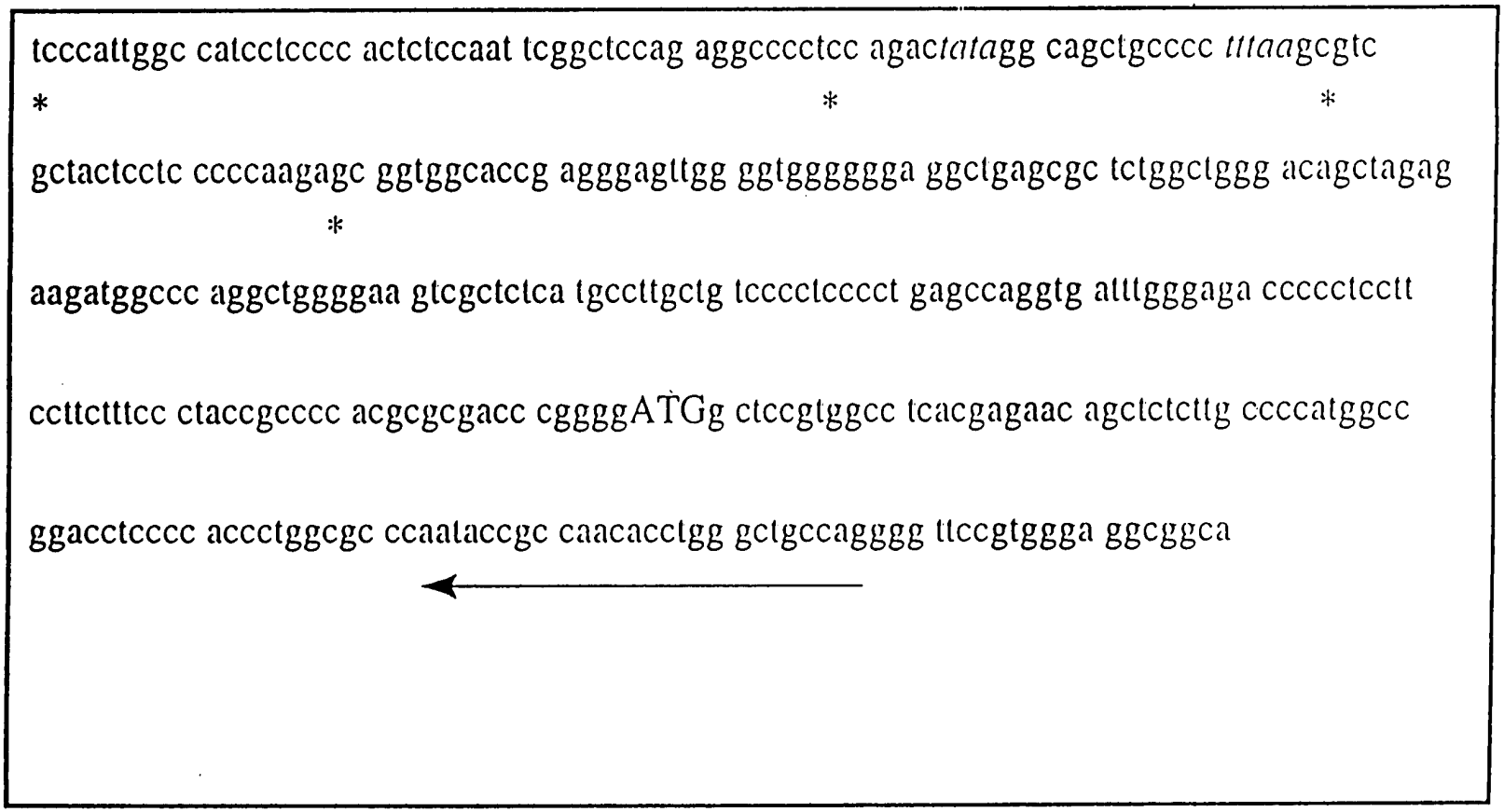

tcccattggc catcctcccc actctccaat tcggctccag aggcccctcc agactatagg cagctgcccc tttaagcgtc
gctactcctc ccccaagagc ggtggcaccg agggagttgg ggtgggggga ggctgagcgc tctggctggg acagctagag
aagatggccc aggctggggaa gtcgctctca tgccttgctg tcccctcccct gagccaggtg atttgggaga ccccctcctt
ccttctttcc ctaccgcccc acgcgcgacc cggggATGg ctccgtggcc tcacgagaac agctctcttg ccccatggcc
ggacctcccc accctggcgc ccaataccgc caacacctgg gctgccaggggg ttccgtggga ggcggca

FIG. 4

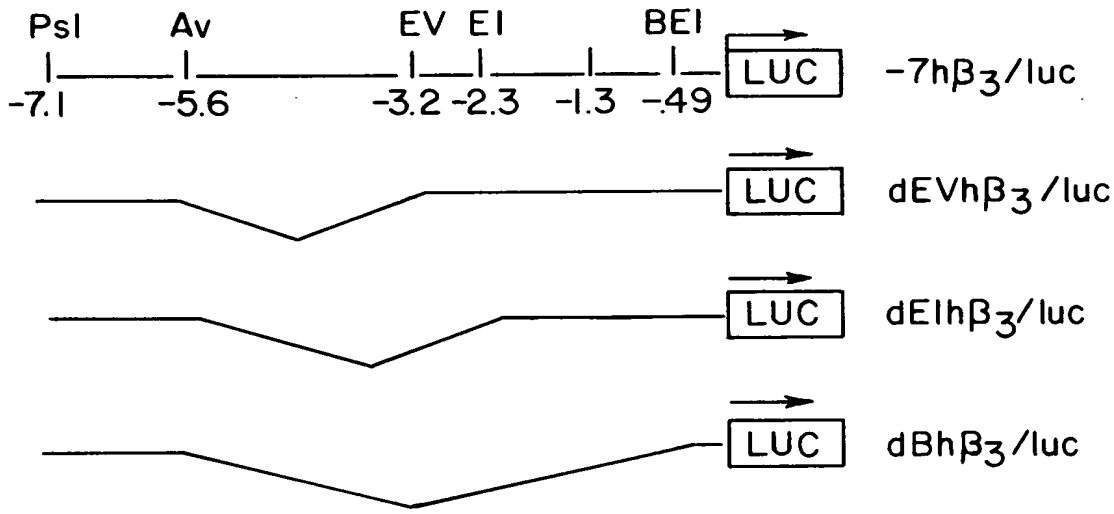

PsI
Av
EV
EI
BEI
-7.1
-5.6
-3.2
-2.3
-1.3
-.49
LUC
-7hβ3/luc
LUC
dEVhβ3/luc
LUC
dEIhβ3/luc
LUC
dBhβ3/luc

FIG. 5

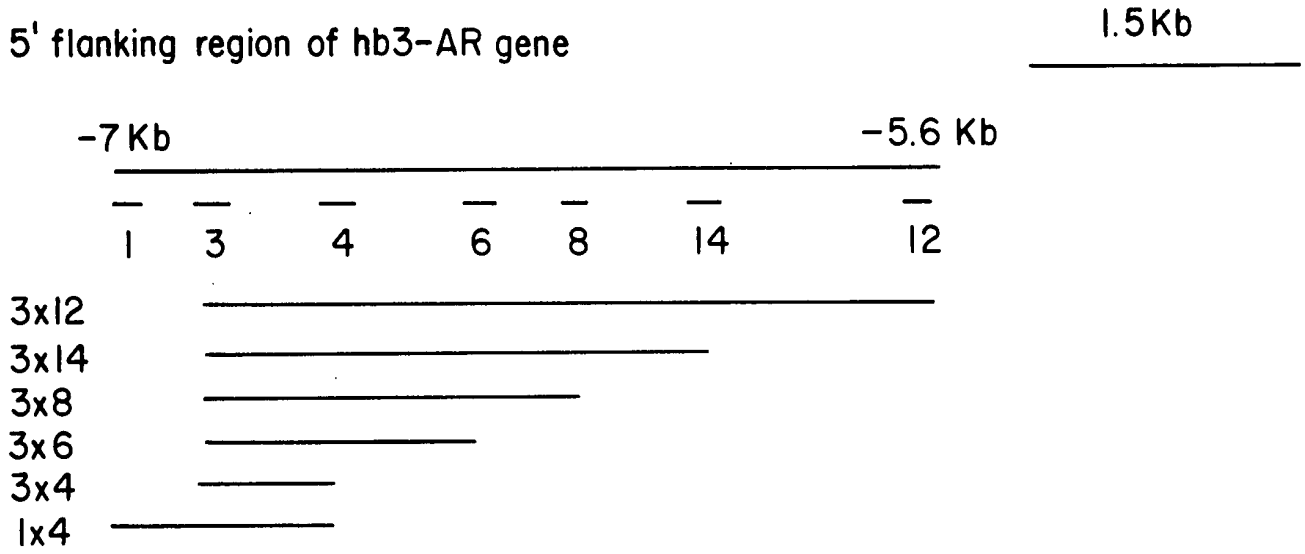

5' flanking region of hb3-AR gene
1.5Kb
-7Kb
-5.6 Kb
1
3
4
6
8
14
12
3x12
3x14
3x8
3x6
3x4
1x4

FIG. 6A

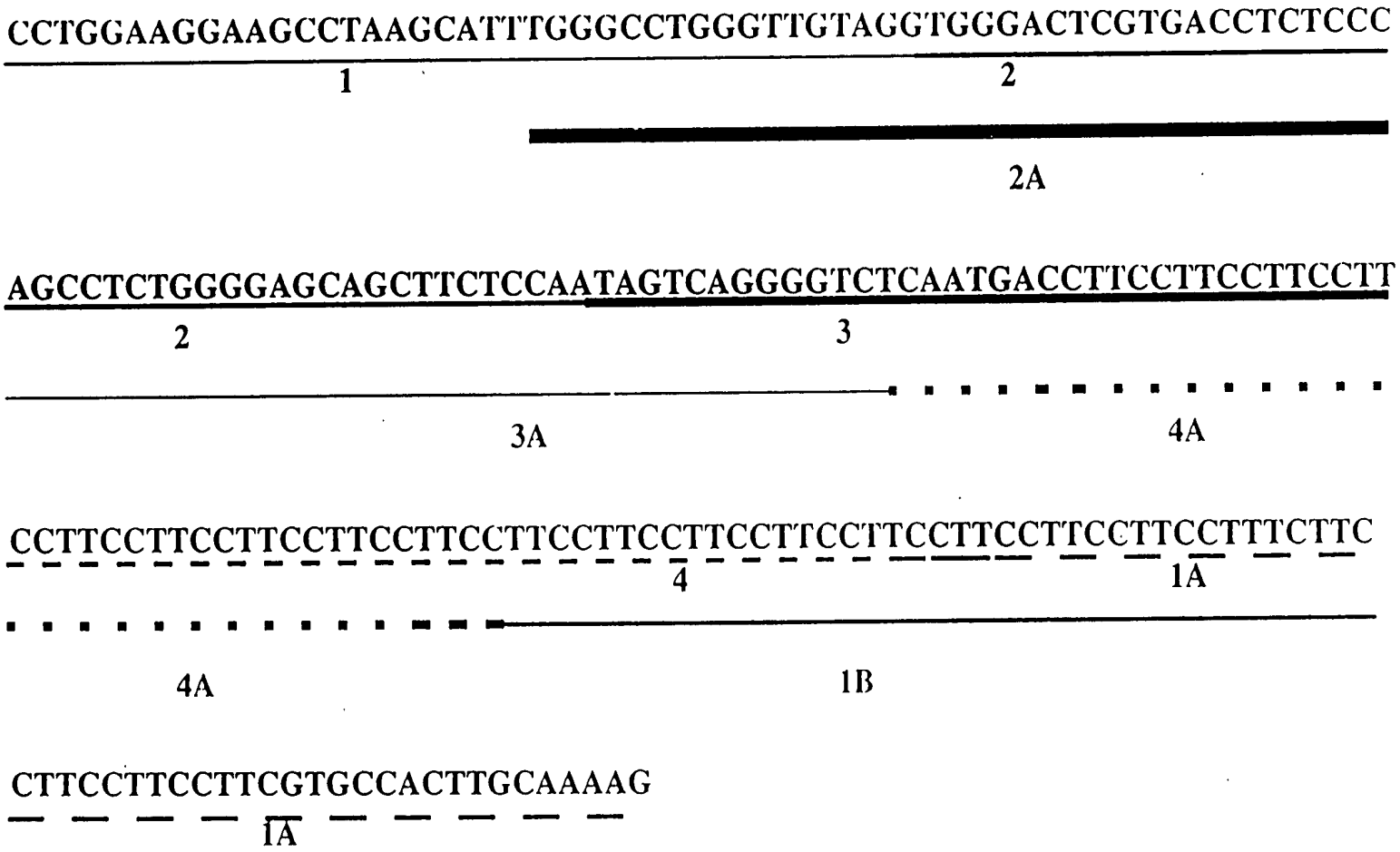
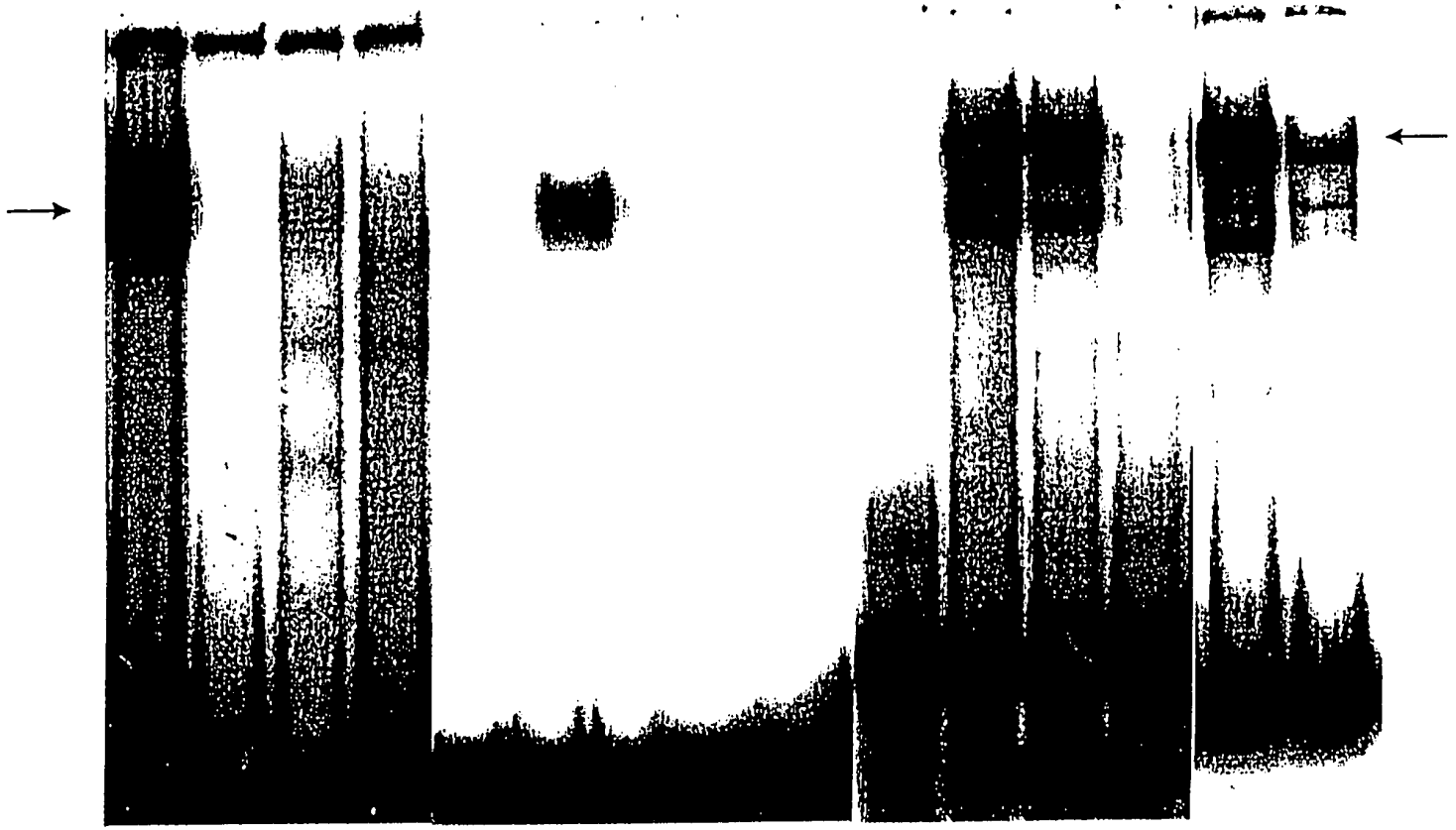

CCTGGAAGGAAGCCTAAGCATTTGGGCCTGGGTTGTAGGTGGGACTCGTGACCTCTCCC
1
2
2A
AGCCTCTGGGGAGCAGCTTCTCCAATAGTCAGGGGTCTCAATGACCTTCCTTCCTTCCTT
2
3
3A
4A
CCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTTCTTC
4
1A
4A
1B
CTTCCTTCCTTCGTGCCACTTGCAAAAG
1A

FIG. 6B

Labeled probe

	3A			2				2A					
Nuclear extract	SK-N-MC	CVI	HeLa		SK-N-MC		CVI		SK	CVI	SK	HeLa	
Cold competitor	3A					2		2				2A		2A



Labeled probe		1B						4A						
Nuclear extract		SK	SK	SK	HeLa	CV-1	CV-1		SK	SK	SK	HeLa	CV-1	CV-1
Cold competitor			1B	4A			1B			1B	4A			1B

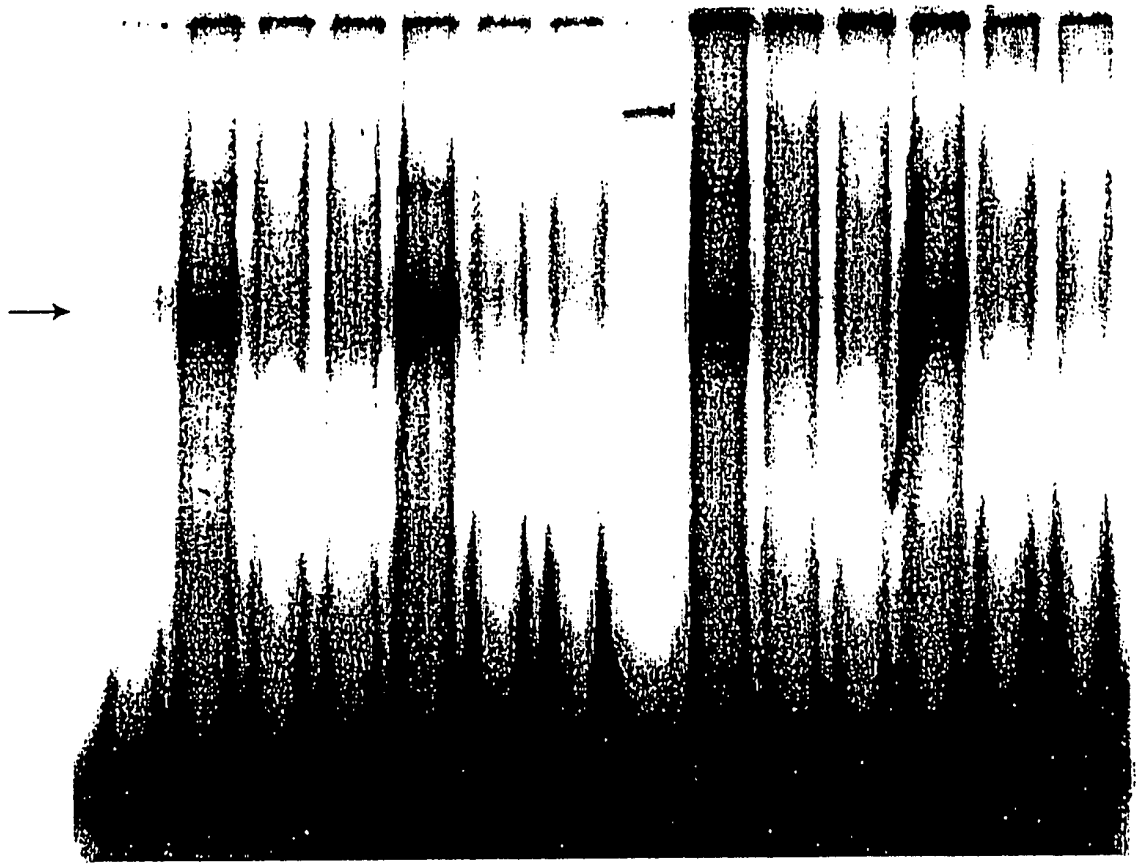


FIG. 6C

FIG. 6D

Nuclear extract										
Label oligonucleotides	2	2A	3A		2	2A	2A	3A	2	2A	3A
Cold competitor					2A	2	1	2	2	2A	3A

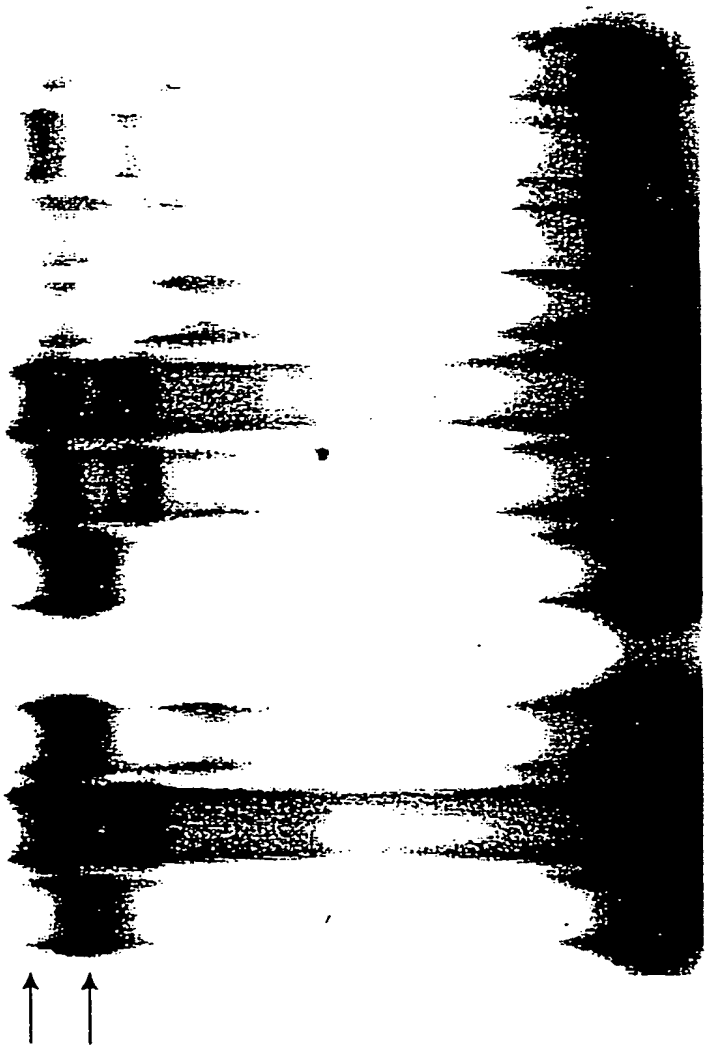


FIG. 7

Segment A (overlap between oligo 1 and 2	*Segment B* (overlap between oligo 2 and 3A)
A1gatccGGTTGTAGGTGGGACTCGTGAa	B1gatccGCCTCTGGGGAGCAGCTTCTCCa
A2gatccCTATGTAGGTGGGACTCGTGAa	B2gatccCGGTCTGGGGAGCAGCTTCTCCa
A3gatccGGTACAAGGTGGGACTCGTGAa	B3gatccGCCAGAGGGGAGCAGCTTCTCCa
A4gatccGGTTGTTCCTGGGACTCGTGAa	B4gatccGCCTCTCCCGAGCAGCTTCTCCa
A5gatccGGTTGTAGGACCGACTCGTGAa	B5gatccGCCTCTGGGCTCCAGCTTCTCCa
A6gatccGGTTGTAGGTGGCTGTCGTGAa	B6gatccGCCTCTGGGGAGGTCCTTCTCCa
A7gatccGGTTGTAGGTGGGACAGCTGAa	B7gatccGCCTCTGGGGAGCAGGAACTCCa
A8gatccGGTTGTAGGTGGGACTCGACTa	B8gatccGCCTCTGGGGAGCAGCTTGAGGa